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Atty. DkL No. ATT/2000-0636

**REMARKS**

In view of the following discussion, the Applicants submit that none of the claims now pending in the application are made obvious under the provisions of 35 U.S.C. §103. Thus, the Applicants believe that all of these claims are now in allowable form.

**I. REJECTION OF CLAIMS 1-39 UNDER 35 U.S.C. §103**

The Examiner has rejected 1-39 in the Office Action under 35 U.S.C. §103 as being unpatentable over Crane, et al. (U.S. Patent 6,381,533, issued April 30, 2002, hereinafter referred to as "Crane") in view of the Myr (U.S. Patent 6,480,783, issued November 12, 2002, hereinafter referred to as "Myr"). Claim 18 has been canceled without prejudice. The Applicants respectfully traverse the rejection.

Crane discloses a data collection system that matches the positions of one or more cellular phones to data indicating the locations of roads in a geographic area to derive data about phones located in vehicles traveling along the roads. The data about phones located in vehicles traveling along the roads are used for updating or refining a geographic database, traffic monitoring and reporting, or for other purposes (see Crane, Abstract).

Myr teaches a system and method for real time vehicle guidance by Central Traffic Unit. The disclosed vehicle Guidance System includes a plurality of vehicles equipped with Individual Mobile Units including GPS units (position determining systems adapted to determine their present position) and communicatively linked to the Central Traffic Unit computer server. The Central Traffic Unit broadcasts the collected traffic patterns in real time thereby enabling the Individual Mobile Units to dynamically calculate the desired optimal travel paths. In response to a request from a driver for a route update from his present position to a desired destination, the Individual Mobile Unit searches for an optimal (usually fastest) route and shows it to the driver (see Myr, Abstract). In other words, the Central Traffic Unit only transmits raw collected data, while the individual mobile unit generates the interested data.

The Examiner's attention is directed to the fact that Crane in view of Myr fails to disclose or suggest a method or system for deriving information based on activities of a plurality of mobile devices that determines a group property associated with the group of

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mobile devices based on the tracked movement and provides a customized service derived from said tracked movement directly to at least one mobile device of the group, as claimed in Applicants' independent claims 1, 17, 19, 20, 36, 38, and 39. Specifically, the Applicants' amended independent claim 1 recites:

1. A method of deriving information based on activities of a plurality of mobile devices, the method comprising:
  - tracking movement of a plurality of mobile devices across a wireless network;
  - identifying a group of mobile devices utilized in a common location-based activity from the plurality of mobile devices based on the tracked movement;
  - determining a group property associated with the group of mobile devices based on the tracked movement; and
  - providing a customized service derived from said tracked movement directly to at least one mobile device of the group. (Emphasis Added).

Applicants' independent claims 17, 19, 20, 36, 38 and 39 contain similar limitations. The Applicants' invention teaches the cognitive step of determining a group property associated with the group of mobile devices based on the tracked movement. For example, the group property of the plurality of mobile devices can be that the group of mobile devices is attending the same wedding or traveling on the same route. (See e.g., Applicants' specification, pg. 23, line 14 – pg. 24, line 3; pg. 25 ll. 8-26.) Using the above information, Applicants' invention teaches that a customized service can be provided to one or more mobile devices, e.g., providing alternate routes, providing traffic news or conditions service, providing wedding services (e.g., seating arrangement, information on the members of the wedding parties, directions to sub-events) and so on. Thus, the customized service is premised on the particular property or trait associated with the group of mobile devices.

In contrast, Crane fails to teach, show or suggest providing a customized service derived from said tracked movement directly to at least one mobile device of the group. This was conceded by the Examiner. However, the Examiner asserts that Myr bridges this substantial gap left by Crane. The Applicants respectfully submit that Myr also fails to teach, show or suggest providing a customized service derived from said tracked movement directly to at least one mobile device of the group. The Applicants' invention

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teaches that the customized service include information of interest to members of a particular group (e.g. news, articles, traffic conditions, alternate routes, etc.) (See e.g., Applicants' specification, pg. 24, ll. 17-19.) The groups are identified via a Host Server. (See Applicants' specification, pg. 15, ll. 4-11.) In contrast, Myr only teaches that the user customizes the information database. (See Myr, col. 4, ll. 62-65, emphasis added.)

In addition, the Examiner's attention is directed to the fact that the Individual Mobile Units disclosed in Myr are responsible for calculating the desired optimal travel paths (i.e., the customized service) after receiving traffic pattern data broadcasted by the Central Traffic Unit. More specifically, the optimal travel paths are generated at the individual "car level" (i.e., not by the CTU) by each respective Individual Mobile Unit. Thus, the customer service is never provided to the mobile units as positively claimed by the Applicants. Conversely, the present invention transmits the customized service directly to the appropriate individual mobile device. It is unnecessary for the mobile unit to process the raw collected data since the host server has already derived the "information of interest" (see Applicants' specification, page 35, first paragraph). The host server subsequently transmits this information to the mobile devices as a customized service. By processing the customized service at the host server (as opposed to multiple mobile device locations taught by Myr), the added expense associated with additional processing power may be avoided.

Therefore, the Applicants submit that the combination of Crane and Myr fails to teach or suggest the claimed invention as a whole. The Examiner concedes that Crane fails to teach the novel feature of providing customized service to at least one mobile device of the group based on the derived traffic condition. Consequently, the Applicants submit that the substantial gap existing between the present invention and Crane is not bridged by the teachings of Myr. Like Crane, the Myr reference fails to disclose or suggest providing a customized service derived from said tracked movement directly to at least one mobile device of the group, as described and claimed by the Applicants' invention.

Since the combination of Crane and Myr fails to teach or suggest the invention as set forth in claims 1, 17, 19, 20, 36, 38, and 39, the Applicants submit that these

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independent claims fully satisfy the requirements of 35 U.S.C. §103 and are patentable thereunder.

Since claims 2-16, 21-35, and 37 depend, either directly or indirectly, from claims 1, 17, 19, 20, 36, 38, and 39 and recite additional features thereof, the Applicants submit that claims 2-16, 21-35, and 37 are also not made obvious by the teaching of Crane in view of Myr. Therefore, the Applicants submit that claims 2-16, 21-35, and 37 also fully satisfy the requirements of 35 U.S.C. §103 and are patentable thereunder.

### Conclusion

Thus, the Applicants submit that claims 1-17, 19-39 now fully satisfy the requirements of 35 U.S.C. §103. Consequently, the Applicants believe that these claims are presently in condition for allowance. Accordingly, both reconsideration of this application and its swift passage to issue are earnestly solicited.

If, however, the Examiner believes that there are any unresolved issues in any of the claims now pending in the application, it is requested that the Examiner telephone Mr. Kin-Wah Tong, Esq. at (732) 530-9404 so that appropriate arrangements can be made for resolving such issues as expeditiously as possible.

Respectfully submitted,

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